

摩登样板间 IV

现代气质

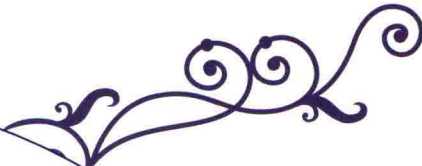
Modern Show Flat IV Modern Temperament



华中科技大学出版社

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中国·武汉

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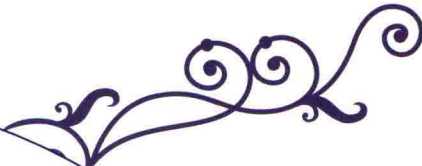
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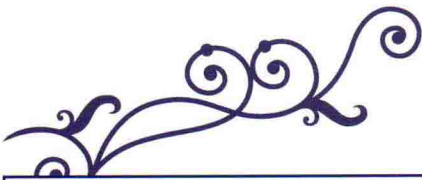
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A BRIEF TALK ABOUT SHOW APARTMENT DESIGN

Show apartment is an ideal home space created by property developer to attract target customers. The designer focuses on creating a spectacular visual effect, emphasizing on expressing the characteristics of real estate and the target customers' ideal life.

In the process of determining the design theme, we will first communicate with the real estate agency to know more about the real estate's characteristics, the local cultures background and the needs of the target customers. And then we focus on the case's price as well as the community the developer wants to sell. After that we mine the requirements and interest of the target customers, and think about the impressive scenes that may be move them, etc..

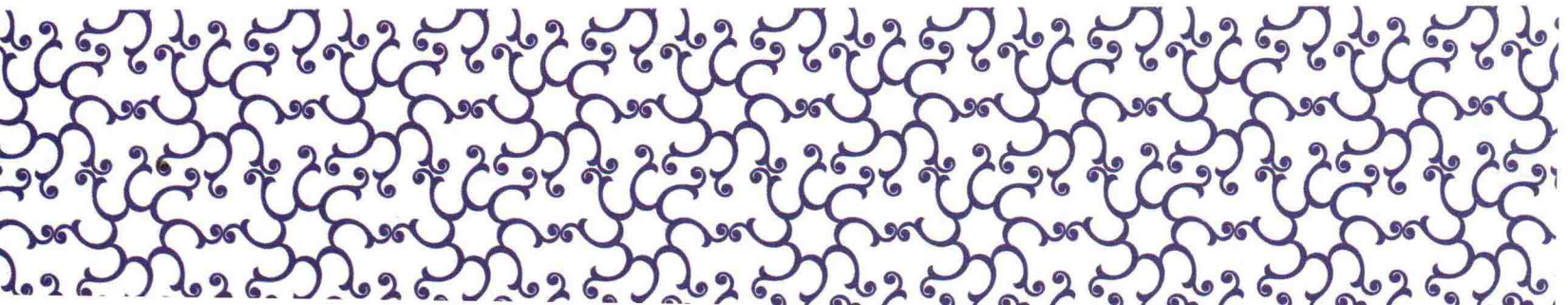
The design process's order is building exterior, interior architecture and spatial design. The first two parts are finished by the architects, the latter part is completed by an interior designer. But the architect does not have the experience on space design, which would lead to unreasonable spatial structure of the layout. Therefore, at the beginning of the design, we will get into the design of the building, making the building surface and spatial structure more reasonable, after which we are more handy in the interior design.



Comparing the facade with the plane, we pay more attention to the plane. We think the plane is more important than the facade, because we have think about the latter when we do the plane. Therefore, when we pull up the facade it is really a very good work. We often use "gray space" approach, and use the transitional space between the interior and external environment to achieve the indoor and outdoor integration. We use "gray space" to increase the level of space, coordinating different functional building to be perfect. We change the space ratio to make up the architectural layout design and enrich the interior space.

All in all, we have three principles on the design of show apartment. Firstly, use the advantages. Secondly, avoid the shortness. Houses always have defect, what we should do is to find a way to make up the shortcomings. Thirdly, the theme; a show apartment must has a clear idea or theme style, so that people can have a deep memory.

DaE Design / Raynon Chiu Designer Studio (Taiwan)
Qiu Chun Rui



浅谈样板间设计

样板间是地产开发商为吸引目标客户而精心打造出来的理想家居空间。设计师的设计重点在于营造引人入胜的视觉效果，注重表现楼盘的特质及展现目标客户理想的生活品位。

在确定设计主题的过程中，我们首先会与房产商沟通，了解楼盘的特质、当地的文化背景及目标客户群的需求。关注房子本身的售价，以及开发商想要销售的群体。挖掘这一类目标客户群的使用要求及兴趣爱好，并思考可能会打动他们的生活场景等。

设计的先后次序分别是建筑外观、内部结构、空间设计，前两部分由建筑师完成，后一部分则由室内设计师完成。但建筑师并非就具备空间设计的经验，这会导致空间结构布局的不合理，因此在设计之初我们也会介入建筑的设计，使建筑外观与空间结构布局都更加合理。使得我们在之后的室内设计中更加得心应手。

相比而言，我们更注重平面，认为平面比立面要重要，因为我们在做平面的时候就把立面考虑到了，这样当我们把立面拉起来后就已经是很好的作品了。我们常使用“灰空间”的手法。利用室内与其外部环境之间的过渡空间，来达到室内、外融和的目的。用“灰空间”来增加空间的层次，协调不同功能的建筑单体，使其完美统一。改变空间的比例，弥补建筑户型设计的不足，丰富室内空间。

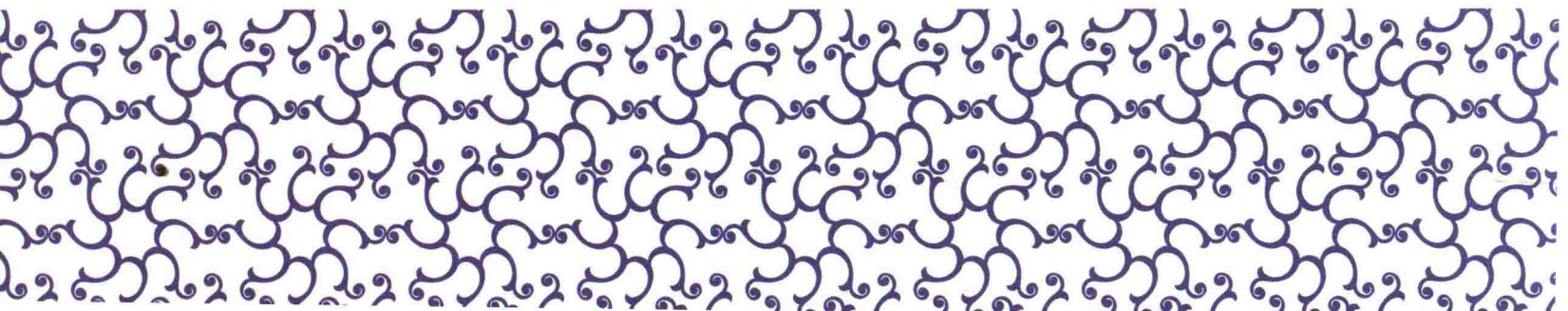
总的来看，我们对于样板间的设计有三个原则。扬长，充分展示自己的优点。避短，通过设计的手法来弥补户型的缺憾，房子或多或少都存在某些缺憾，需要通过设计给予弥补或掩饰。主题风格，样板间设计必须有明显的主题思路或风格，让人们记忆深刻。

台湾大易国际设计事业有限公司·邱春瑞设计师事务所

邱春瑞

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宝盛华晖云门样板房 1-A

Baosheng Huahui Yunmen Show Apartment 1-A

设计单位：深圳市孟伟室内设计有限公司

设计师：孟伟

项目面积：87.5 m²

主要材料：大理石、玫瑰金不锈钢条、布艺、布板、壁纸、玻璃等

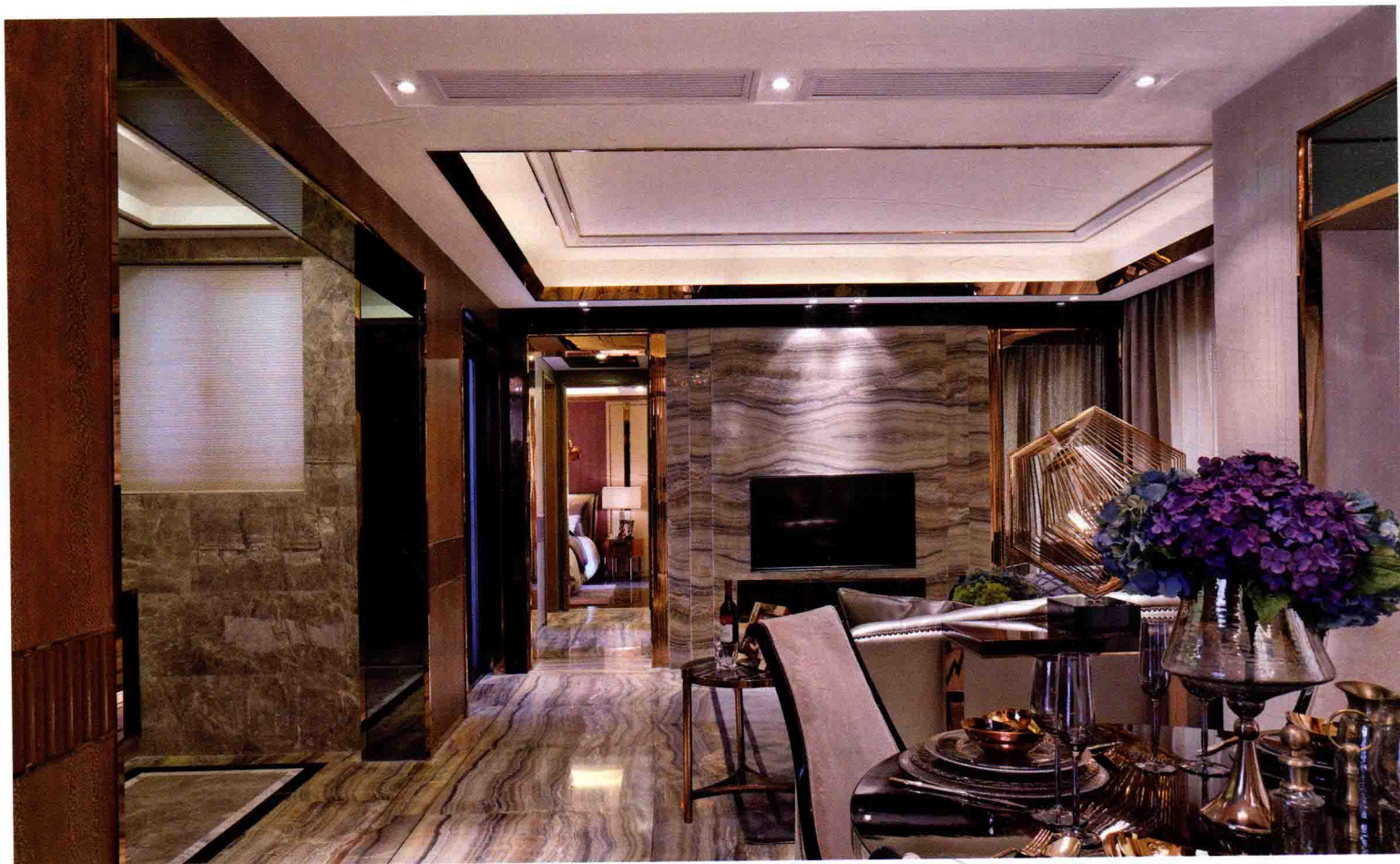
Design Company: Shenzhen Mengwei Interior Design Co., Ltd.

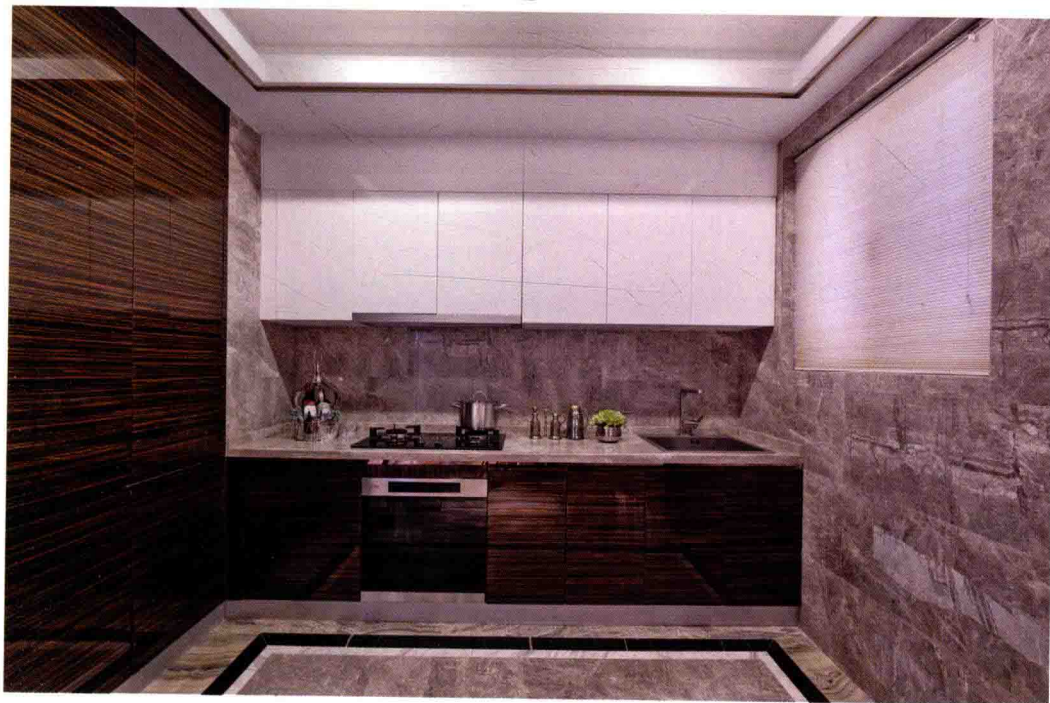
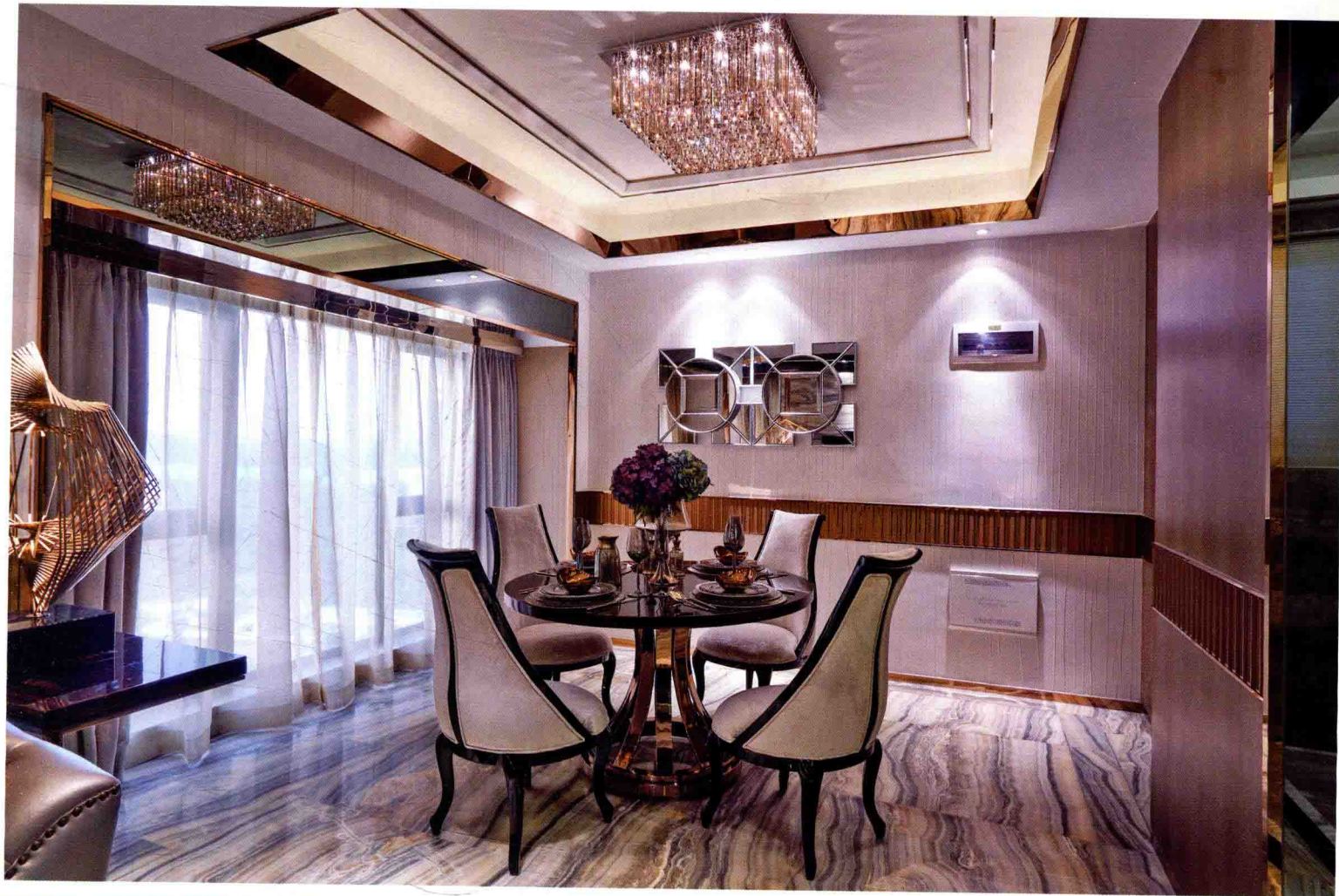
Designer: Meng Wei

Project Area: 87.5 m²

Major Materials: Marble, Rose gold stainless steel strip, Fabric, Cloth panels,
Wallpaper, Glass, etc.







本案设计的风格为现代港式风格，港式风格的特点就是简洁，但是不失奢华、大气，符合现代人们对简单生活的要求。整个空间的主色调为咖啡色，沉静优雅，散发出迷人的光辉。设计师重视室内空间的使用效能，强调室内布置按功能区分，主张废弃多余的、繁琐的附加装饰，追随流行时尚的装饰色彩及造型，打造独一无二的装饰空间。空间的材料则运用了大面积的石材及玫瑰金不锈钢包

边，通过简洁有力的现代线条，营造出时尚奢华的空间格调。

餐厅面积不大，却非常开阔，对面有一个



巨大的落地窗，光线充足，设计师只在墙面做了一个非常简洁的几何形的镜面装饰，点缀上豪华精致的现代水晶吊灯来提升空间的品位。餐厅与客厅组成开放式的格局，互为依托，增加了业主的用餐情趣。

进入客厅，首先映入眼帘的是大面积的玉石墙地面，纹理大气，以玫瑰金不锈钢收边，完美定义了空间的奢华与精致，天花上镶嵌的不锈钢条与整体设计相呼应，灰色的皮质沙发及大理石的茶几瞬间提升了空间的品质，大面积的落地窗和阳台，营造出高贵典雅。

厨房的面积很小，为开放式厨房，深色木饰面的柜子、灰色的墙地面与墙上镶嵌的纯白色橱柜形成强烈的视觉冲击，提亮了整体的色调，冰箱和其他储藏柜等都采用隐藏式，嵌入左侧墙中，形成完整的立面造型，使厨房干净而整洁。





The style is modern HongKong style. HongKong style is simple but also luxurious, which is consistent with modern people's life requirements.

The main color of the space is brown, which seems quiet, elegant with charming glory. Interior designer pays attention to the use efficiency, and the functional division. He aims at discarding redundant, cumbersome additional decoration, and follows fashion and modeling decorative colors, to create a unique decorative space. Space material uses large area of stone and rose gold stainless steel edging, creating a space of luxury fashion style through concise modern lines.

The restaurant is small, but very broad; the opposite is a large French window with plenty of light. The designer makes a simple decorative mirror on the wall, and decorated luxury refined modern chandeliers to enhance the taste. Dining room and living room composes open layout, adding the owner's dining interest.

Walking into the living room, the first thing in one's eye is the large area of jade wall surface with rose gold stainless at the edge, perfectly defines the luxury and refinement of space. The stainless steel strip on the ceiling echoes the entire design. Gray leather sofa and stainless steel marble table instantly improve the quality of space. A large area of floor and ceiling windows and balconies create elegant, sunny and overflowing atmosphere.

The kitchen area is very small and open. Dark wood veneer cabinets, gray wall and floor and pure white cabinets form a strong visual impact, brighten the overall tone. Refrigerators and other cabinets use hidden style. They are embedded in the left side of the wall, forming a complete surface model, making the kitchen clean and tidy.





南沙星河丹堤样板房

South Sha Star Dan Di Show Apartment

设计单位：深圳市孟伟室内设计有限公司

设计师：孟伟

项目面积：130 m²

Design Company: Shenzhen Mengwei Interior Design Co., Ltd.

Designer: Meng Wei

Project Area: 130 m²